

2016

CARt

Jensen, Ali

<https://hdl.handle.net/2027.42/122848>

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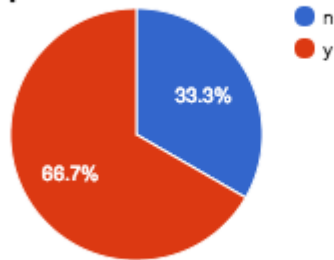
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*Downloaded from Deep Blue, University of Michigan's institutional repository*

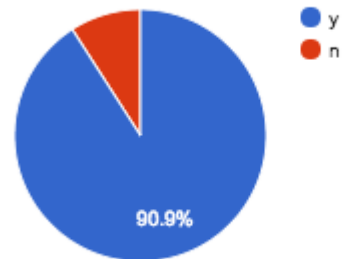
## FOCUS GROUP

On March 23, 2016 CART conducted a focus group at Northwest Activities Center (18100 Meyers Rd in Detroit). Twelve participants were asked about their experiences with grocery shopping. The focus group also assessed comfort and familiarity with mobile apps, grocery rewards programs, and the sharing economy. A survey was taken before the focus group began to collect preliminary information about the demographics of the participants. Survey results are compiled below.

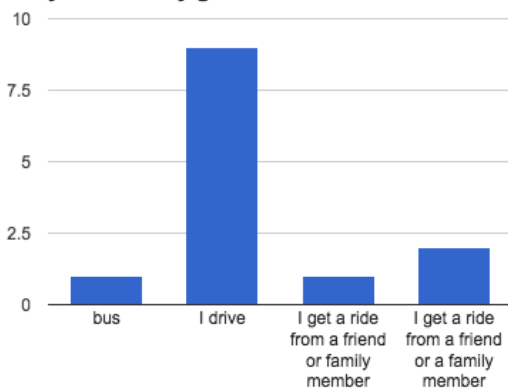
**Do you have a smart phone?**



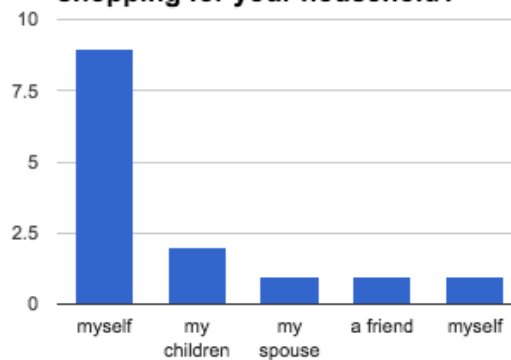
**Have you heard of Uber?**



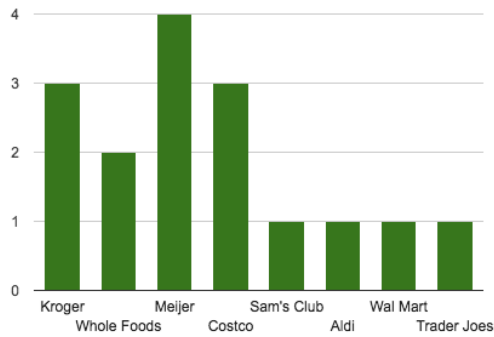
**When you go to the grocery store how do you normally get there?**



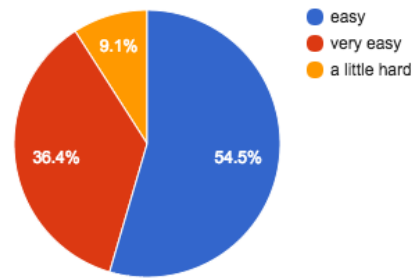
**Who does most of the grocery shopping for your household?**



What is your preferred grocery store?



How hard is it for you to get to this store



Age of Participants



Self-identified Race

